



**STAFF REPORT
WEST ALLIS PLAN COMMISSION
Wednesday, October 27, 2021
6:00 PM
City Hall – Room 128**

Watch: <https://www.youtube.com/user/westalliscitychannel>

11. Ordinance to amend the Official West Allis Zoning Map amending section 12.05 for certain properties along the Hwy 100 corridor in alignment with the 2040 Comprehensive Plan.

Rezoning Request

In conformance with the 2040 Land Use Plan, Planning & Zoning is presenting an ordinance to amend the official zoning map to the Planning Commission and Common Council. Select properties located along the HWY 100 corridor between W. Greenfield Ave. and just south of W. Oklahoma Ave. are proposed to be rezoned. The proposed rezoning seeks to change the existing zoning as follows: from the existing zoning of M-1, Light Manufacturing District (which permits light industrial uses in accordance with Sec. 12.45 of the Revised Municipal Code) and C-4, Regional Commercial District (which permits commercial uses in accordance with Sec. 12.43 of the Revised Municipal Code) to a proposed zoning of C-3, Community Commercial District (which permits commercial, mixed use, retail and office uses in accordance with Sec. 12.42 of the Revised Municipal Code). This amendment is consistent with the 2040 Comprehensive Plan and Future Land Use Map to guide development towards commercial land use in accordance with the long-term vision of the Hwy 100 corridor.

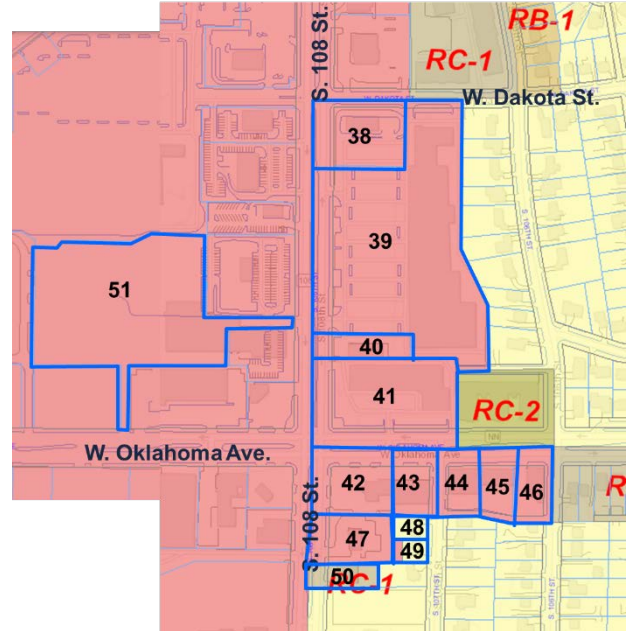
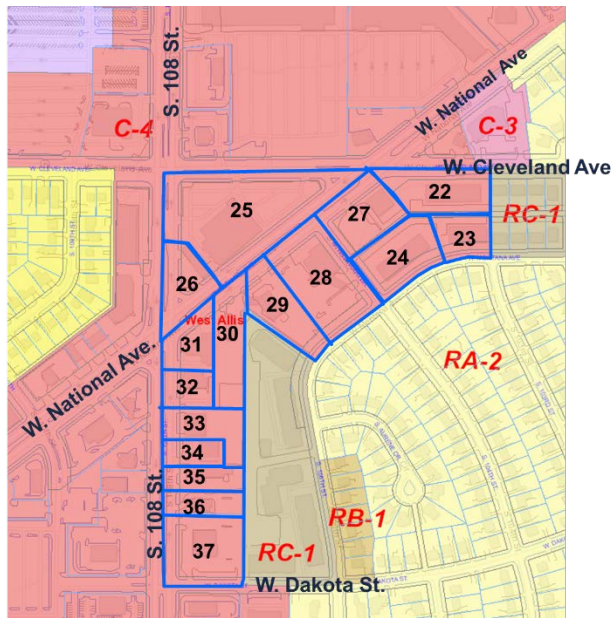
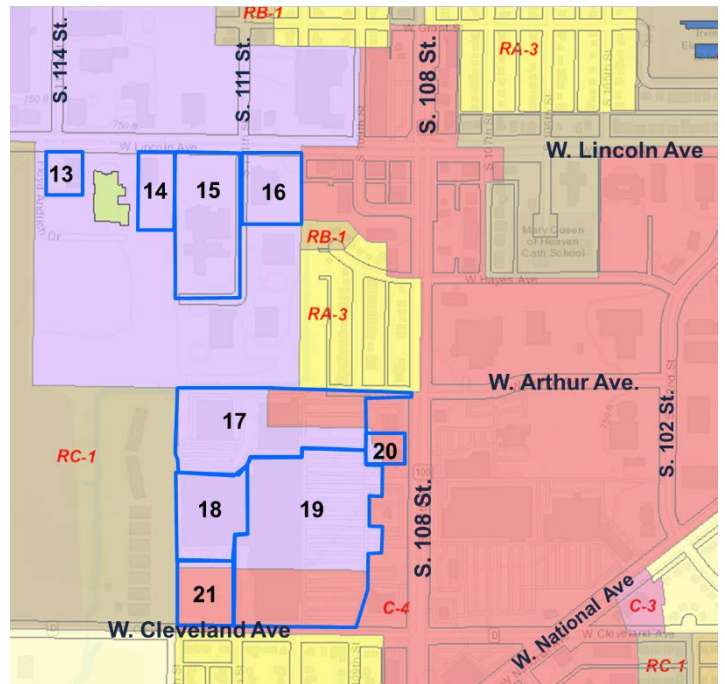
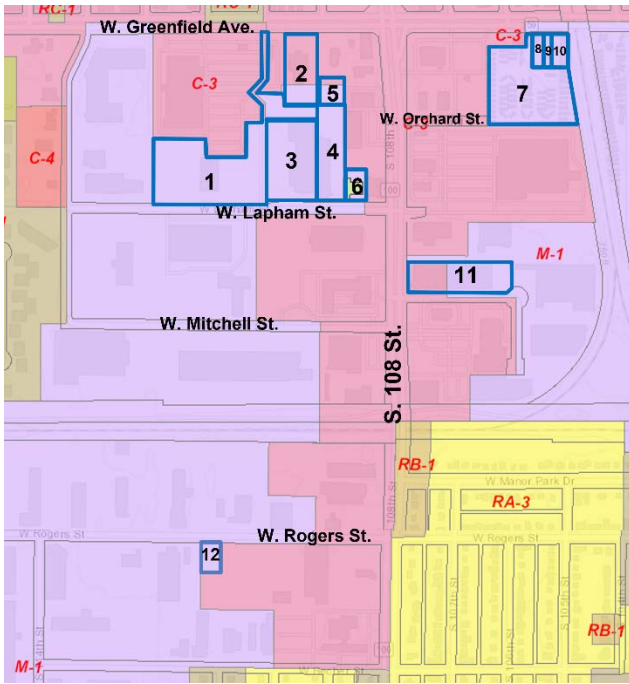
The purpose of rezoning would be to initiate a more diverse and dynamic mix of new uses including mixed use, high density residential, office, retail, event space and hospitality destinations along the commercial corridor toward creating the highest and best use, an increase in taxable value and alignment with the strategic vision to improve the image of the city.

The rationale of this proposed change in zoning is based on the following:

1. Conformance with the City's long-range vision for Hwy 100
2. Long term marketability and image of the Hwy 100 corridor in accordance with the Highway 100 study
3. The HWY 100 study calls for a dynamic range of uses.
4. Allow for denser developments with lower required building setbacks and encourage a walkable environment with connectivity between properties.
5. Remove split zoned properties (a property with more than one zoning designation) to avoid confusion.

While the zoning may change, a business may continue to operate. Any existing uses listed in the M-1/Manufacturing and C-4 Regional Commercial Districts, if rezoned, would be allowed to continue to operate as legal non-conforming uses. Rezoning to the C-3, Community Commercial District will guide future development toward the City's vision for Hwy 100 as a vibrant, active, and major commercial and mixed-use corridor.

Proposed Rezoning Maps



List of Properties to be Rezoned

HWY 100 Rezoning of Select Properties					
Map ID	Property Address	Parcel Number	Business / Use Name	Existing Zone	Proposed change
1	11108 W LAPHAM ST	448-9993-010	E-Z Self Storage	M-1	C-3
2	10909 W GREENFIELD AVE	448-9996-002	Multiple offices (Tri City Bank)	M-1	C-3
3	10930 W LAPHAM ST	448-9996-005	Milw County shops (electric, HVAC)	M-1	C-3
4	10910 W LAPHAM ST	448-9997-003	"Price Erecting" - warehouse	M-1	C-3
5	108** W GREENFIELD AVE	448-9997-005	Outdoor storage / Parking lot for Price Erecting	M-1	C-3
6	10830 W LAPHAM ST	448-9998-001	WA Fire Station #3	M-1	C-3
7	10525 W GREENFIELD AVE	449-9989-002	Greenfield Terrace Mobile Homes	M-1	C-3
8	10521-23 W GREENFIELD AVE	449-9987-003	Transitional Living Services	M-1	C-3
9	10519 W GREENFIELD AVE	449-9987-004	Residential Triplex	M-1	C-3
10	10501-03R W GREENFIELD AVE	449-9987-002	NOAH Associates (Medical Lab)	M-1	C-3
11	1650 S 108 ST	449-9981-009	Able Distributing	C-3, M-1	C-3
12	110** W ROGERS ST	481-9997-005	Undeveloped half acre lot	M-1	C-3
13	11327 W LINCOLN AVE	484-9996-000	Multi-tenant (medical, professional offices,	M-1	C-3
14	11211 W LINCOLN AVE	484-9998-004	Medical office (Froedert)	M-1	C-3
15	11101 W LINCOLN AVE	484-9999-017	Rogers Memorial Hospital	M-1	C-3
16	11021 W LINCOLN AVE	484-9999-014	Gordon Flesch office equipment	M-1	C-3
17	2535 S 108 ST	484-9986-011	Menards	M-1, C-4, RA-3	C-4
18	11100-11106 W CLEVELAND AVE	484-9986-013	Wisconsin Self-Storage	M-1	C-4
19	2563-2601-25-65-73-75 S 108 ST	484-9986-012	West Allis Center (Home Goods, Pick n Save,	M-1, C-4	C-4
20	2555 S 108 ST	484-9986-003	M&J Bank	M-1	C-4
21	111** W CLEVELAND AVE	484-9986-014	Undeveloped 2 acre lot	M-1	C-3
22	10253 W CLEVELAND AVE	519-0002-004	Apartments	C-4	C-3
23	10310 W MONTANA AVE	519-0002-003	Apartments	C-4	C-3
24	10330 W MONTANA AVE	519-0002-005	Apartments	C-4	C-3
25	10707-57 W CLEVELAND AVE	519-9996-003	Office Max and Aspen Dental	C-4	C-3
26	10730 W NATIONAL AVE	519-9996-004	Spectrum	C-4	C-3
27	10533 W NATIONAL AVE	519-0002-006	North Shore Bank	C-4	C-3
28	10701 W NATIONAL AVE	519-0001-013	Associated Bank	C-4	C-3
29	10725 W NATIONAL AVE	519-0001-014	People's State Bank	C-4	C-3
30	10743 W NATIONAL AVE	519-9995-004	Arby's	C-4	C-3
31	10757 W NATIONAL AVE	519-9995-002	Goodyear Auto Service	C-4	C-3
32	2812-14 S 108 ST	519-9995-003	Check Cashing and Medical Service facility	C-4	C-3
33	2830 S 108 ST	519-9995-011	New China Buffet	C-4	C-3
34	2840 S 108 ST	519-9995-009	Verizon	C-4	C-3
35	2850 S 108 ST	519-0001-015	West Allis Full Service Car Wash	C-4	C-3
36	2860 S 108 ST	519-0001-016	KFC	C-4	C-3
37	2878 S 108 ST	519-0001-012	Bull Dog Ale House (restaurant/pub)	C-4	C-3
38	2900 S 108 ST	519-0339-019	Krispy Kreme	C-4	C-3
39	2906-90 S 108 ST	519-0339-020	Southtown Tire & Auto, Fujiyama Pro Tan, Cosmoprof, Buffalo Wild Wings, UPS, Advance Auto Parts, Pet World, Dollar Tree, ID Spot, Chuck E Cheese	C-4	C-3
40	3008-20 S 108 ST	519-0339-007	Coins & Quilts	C-4	C-3
41	10700-28 W OKLAHOMA AVE	519-9994-000	Liberty Tax, JJ Chen's, Domino's Bambu, New Asian Supermarket, D&E Nail Supply, Check N' Go	C-4	C-3
42	10731 W OKLAHOMA AVE	524-0008-003	BP, Car Wash	C-4	C-3
43	10711 W OKLAHOMA AVE	524-0009-001	OK Liquor	C-4	C-3
44	10629-33-37 W OKLAHOMA AVE	524-0001-001	Piano sales, lessons, Therapeutic massage	C-4	C-3
45	10617 W OKLAHOMA AVE	524-0003-002	Offices	C-4	C-3
46	10601-07 W OKLAHOMA AVE	524-9990-001	Sales Office	C-4	C-3
47	3130 S 108 ST	524-0011-003	Take 5 Oil Change	C-4	C-3
48	3127 S 107 ST	524-0011-002	House	RA-2, C-4	RA-2
49	3139 S 107 ST	524-0013-001	House	RA-2, C-4	RA-2
50	3148 S 108 ST	524-9994-001	Apartments	RC-1, C-4	RC-1
51	30** S 108 ST	520-1011-000	Undeveloped/Vacant (former HUB Chrysler site)	C-4	C-3

Recommendation: Common Council approval of ordinance to amend the Official West Allis Zoning Map amending section 12.05 for certain properties along the Hwy 100 corridor in alignment with the 2040 Comprehensive Plan.